Demystifying Data Analysis

Community Action Partnership Convention

Wednesday 8/28, 3:30pm – 5:00pm
Introduction to Data Collection and Data Analysis

From the Field:
- Using data from Community Needs Assessment
- Using program data for improvement and innovation

Being Data Centric
- What does it take? policies and procedures, staff

Questions from participants

Next steps
ROMA Next Generation Training Series

Creating a Local Theory of Change

Understanding Community Level Work

Setting the Stage for Data Collection

Introduction to Analysis and Use of Data

Implementing the Full ROMA Cycle
Evaluation – Analysis of the Data for Boards

Reviewing “what happened” and comparing with plans

A Video Series for CAA Board Members
The Results Oriented Management and Accountability Cycle

**Assessment**
Community needs and resources, agency data

**Evaluation**
Analyze data, compare with benchmarks

**Planning**
Use agency mission statement and assessment data to identify results and strategies

**Implementation**
Services and strategies produce results

**Achievement of Results**
Observe and report progress
KEY CONCEPTS

From “Setting the Stage for Data Collection”
Attributes of Quality Data
Data for Learning not Reporting
Identifying Data Elements and Measurement Tools
Understanding Data Requirements for Reporting
What is data?

• facts and statistics collected together for reference or analysis.
• figures, details, particulars, characters, symbols
• things known or assumed as facts, making the basis of reasoning or calculation.
• set of values of qualitative or quantitative variables.
• any sequence of one or more symbols given meaning by specific act of interpretation.
Data Isn’t Information

- Not all data at your disposal will lead you to improvements
- Too much data can hamper your understanding
- You have to be careful you don’t find yourself being led in a direction you don’t want to go by data you don’t need.
- Data is only as valuable as the insights you can draw from it
It has been said:

**We are data rich and information poor.**

- In today's world, there is more data than ever before. In fact, data is said to be a new strategic asset for organizations, like oil. But like oil, it isn’t useful until it is refined – into information and insight.

John Kamensky  IBM
The Relationship Between Data, Information and Knowledge

• **Data** is the facts that are observed, measured, collected and aggregated.

• **Data** only becomes **information** for decision making once it has been analyzed in some fashion.

• **Knowledge** is derived from the interaction of information and experience with a topic.
• Every CAA across the country has a different mixture of funding sources that support the particular work they do.

• With these different funding sources, come different requirements for reporting.

• Some funds are based on a “fee for service” approach which means that the agency is counting the number of service provided to meet the eligibility for these funds.

• But the agency must identify how this service fits into the overall agency plan for the achievement of outcomes.
Changing The Way We Think About Collecting Data

It is important to change the mindset

*from*

“we collect data for reporting purposes”

*to*

“we collect data to help manage and support the agency’s programs and services and determine if we make a difference in our client’s lives and in their communities.”
Data collection

• Be sure you have the “right” data
• And to be sure the data can be trusted
Have Policies and Procedures Related to Data

• To assure the data is complete, accurate, reliable, and timely the agency must have well defined systems to collect, store, and retrieve such things as
  • Client demographics,
  • Services to individuals and families
  • Community and agency level strategies
  • Outcomes at family, agency, community level
GUIDE TO DATA POLICY DEVELOPMENT

What goes into our data policy and procedure?

Document the current data collection practices. *(two examples here in green)*

<table>
<thead>
<tr>
<th>Who collects the data?</th>
<th>What data elements are collected?</th>
<th>Process? How is the data collected? Where is it stored?</th>
<th>Why collected?</th>
<th>Who needs to see the data? How is it retrieved from storage?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Receptionist</td>
<td>Name, who they are seeing. If first time, why did they come to the agency</td>
<td>Paper sign in, kept in a folder at the front desk or electronic sign in either by the receptionist or by the client</td>
<td>To monitor the management of the waiting room or to help determine where to send the person for services</td>
<td>Receptionist’s supervisor Collects and reviews the file at end of each week</td>
</tr>
<tr>
<td>Case Manager</td>
<td>Comprehensive intake data; placement on a scale</td>
<td>In office interview, case manager enters data into a computer data base or uses a paper form and enters the data after the interview</td>
<td>To have demographic data to report on the IS report; to have information to develop a care plan Scale data to determine need resulting in baseline based on presenting need</td>
<td>Case Manager’s supervisor – runs a report of activity each week Person who assembles the IS report – runs a report annually for state/national reporting but may run reports more frequently for agency internal use</td>
</tr>
</tbody>
</table>
• Measurement tools are the documents that will prove your outputs and outcomes.

• You will want to determine how you will collect your data to support (document/provide evidence of) both what you have done (activity, service, output) and what has happened (change, progress, outcome) for each of the indicators you have selected.

• You will determine how and where you will store your data so that it can be retrieved for aggregation and analysis.

• An important part of all of this discussion is identifying who will be responsible for ensuring that your indicators (both process and performance) are measured and how often data will be collected and reported.
Identifying Measurement Tools

You can look at measurement tools in different ways:

- Output or Outcome
- Progress or End Result
- Qualitative or Quantitative
- Measurement Tool or Storage System

....... All of the above!
KEY CONCEPTS

From “Introduction to the Analysis and Use of Data”

Board Roles
Asking the Right Questions
Basic Data Analysis Techniques
“At least each year, the board will receive the agency’s analysis of:

– Outcomes
– Operational or strategic program performance

And will be presented with any suggestions for adjustments and improvements that staff have identified as necessary.”
Analysis of Data Is HOW WE LEARN

• Analysis of data helps to identify the decisions you need to make and provides the information needed for decision making

• Consider: Doing data analysis is bound to cause you to discover that at least some of what you thought just isn't so

  – which means you may have to change your approach or do some things differently.
Analysis of Data Is HOW WE LEARN

• It is **how we understand:**
  – What we are doing
  – How well we are doing it
  – And what is happening

• It is **how we answer the big questions:**
  – Are we fulfilling our purpose?
  – Are we doing it in a way that is efficient and effective?
Some Questions You Want To Answer With Your Data

- Did we do what we thought we would do?
- Did we serve the population we thought we would serve?
- Did we make an impact on the identified needs?
- Can we tell what services (or set of services) produced the best opportunity for results?
- Are some populations achieving outcomes at different rates than others?
- Did we recruit and enroll sufficient numbers to allow us to achieve our target outcomes?
- Do we need additional resources?
- Was there something unexpected that influenced the outcomes?
Analysis of Data -- Basic Techniques

Aggregate
Count
Compare
Look at the Trends
Consider what TYPE of data to aggregate:

- population characteristics
- well being indicators
- economic indicators
- other....

• Consider HOW you will aggregate the data:
  - By domain
  - Geographic considerations
  - Other?
Count

• How many did something?
• How many of a certain characteristic?
• How many were successful?
• How many responded in a certain way?
Compare

- Program data from year to year.
  - Quantity of service, outcome, cost of program
- Your program with national trends.
- The target and the actual.
- Outcomes with Needs Assessment issues.
- Differences within groups or between groups.
- Your performance with that of other providers
- Data from various programs within your agency.
- .....
Look at the Trend

Collecting information and attempting to spot a pattern, or trend, in the information:

- Identify areas where you are performing well so you can duplicate success.
- Identify areas where you are underperforming so you can either strengthen or abandon them.
- Uncover unexpected relationships that might give you ideas to improve results.
ABILITY TO TARGET

How close did we come to our projections?

*The relationship between the number of outcomes you projected and the number you actually achieved can be stated as a percent that shows your agency’s targeting ability.*
High performing agencies depend on using the information gained from analysis to improve results for families and communities.

– Your agency should be able to rely on the quality of the data that was collected.
– Analysis and interpretation of the data will produce the information needed for decision making.
– Once the agency has “made meaning” out of the data you will determine appropriate actions to take.
A simple look at data-driven decision making

From CASE West Virginia
Community Action of South Eastern West Virginia

- One of sixteen Community Action Agencies in West Virginia
- On the border with Virginia
- Variety of programs spanning from prenatal to senior services, but a concentration on housing
- Very active in combating the opioid epidemic in our area
Where does it begin?
How did it start with CASEWV?
Evaluation – analysis of data

- Does something seem out of the ordinary?
- What does it mean?
- Is it a threat or an opportunity?
- What can we do to address it or take advantage of it?
What caught our attention

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mercer County, WV</td>
<td>62,161</td>
<td>62,980</td>
<td>-819</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Monroe County, WV</td>
<td>13,524</td>
<td>14,583</td>
<td>-1,059</td>
<td>-7.26%</td>
</tr>
<tr>
<td>Summers County, WV</td>
<td>13,699</td>
<td>12,999</td>
<td>700</td>
<td>5.30%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>1,853,881</td>
<td>1,808,344</td>
<td>45,537</td>
<td>2.52%</td>
</tr>
<tr>
<td>United States</td>
<td>314,107,083</td>
<td>281,421,906</td>
<td>32,685,177</td>
<td>11.61%</td>
</tr>
</tbody>
</table>

What we found when we started looking

One quarter of the adult population in Summers County is over the age of 64.
What we found when we started looking

The next largest population in Summers County are adults aged 55 to 64

<table>
<thead>
<tr>
<th>Report Area</th>
<th>18 to 24 Male</th>
<th>18 to 24 Female</th>
<th>25 to 34 Male</th>
<th>25 to 34 Female</th>
<th>35 to 44 Male</th>
<th>35 to 44 Female</th>
<th>45 to 54 Male</th>
<th>45 to 54 Female</th>
<th>55 to 64 Male</th>
<th>55 to 64 Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mercer County, WV</td>
<td>2,766</td>
<td>2,785</td>
<td>3,479</td>
<td>3,646</td>
<td>3,600</td>
<td>3,825</td>
<td>3,953</td>
<td>4,211</td>
<td>4,442</td>
<td>5,019</td>
</tr>
<tr>
<td>Monroe County, WV</td>
<td>470</td>
<td>440</td>
<td>652</td>
<td>659</td>
<td>811</td>
<td>783</td>
<td>948</td>
<td>996</td>
<td>1,027</td>
<td>1,044</td>
</tr>
<tr>
<td>Summers County, WV</td>
<td>402</td>
<td>456</td>
<td>687</td>
<td>946</td>
<td>750</td>
<td>954</td>
<td>806</td>
<td>1,194</td>
<td>1,170</td>
<td>1,102</td>
</tr>
<tr>
<td>West Virginia</td>
<td>87,806</td>
<td>83,734</td>
<td>111,481</td>
<td>108,086</td>
<td>117,611</td>
<td>115,764</td>
<td>130,572</td>
<td>132,778</td>
<td>132,634</td>
<td>138,063</td>
</tr>
</tbody>
</table>
WE WERE FACED WITH SOME INTERESTING QUESTIONS

• What does the increase in older population mean to the community?
• How does it relate to poverty rates and income levels?
What we found when we started looking:

Summers county has the highest rate of poverty in our reporting area.
Summers county has the highest increase in the rate of poverty in our reporting area.
What we found when we started looking

Summers county has the highest rate of poverty for seniors in our reporting area.
What we found when we started looking

Summers County has the lowest median household income in our reporting area.
What else does the increase in older population relate to?

HOUSING

As mentioned earlier, CASEWV has a focus on housing, so this is where our attention went.
What we found when we started looking

<table>
<thead>
<tr>
<th>Report Area</th>
<th>Owner Occupied Homes 2000</th>
<th>Owner Occupied Homes 2000 %</th>
<th>Owner Occupied Homes 2014</th>
<th>Owner Occupied Homes 2014 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mercer County, WV</td>
<td>20,362</td>
<td>76.81%</td>
<td>18,645</td>
<td>62.23%</td>
</tr>
<tr>
<td>Monroe County, WV</td>
<td>4,603</td>
<td>84.51%</td>
<td>4,639</td>
<td>61.13%</td>
</tr>
<tr>
<td>Summers County, WV</td>
<td>4,374</td>
<td>79.1%</td>
<td>4,385</td>
<td>57.18%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>553,699</td>
<td>75.18%</td>
<td>541,607</td>
<td>61.32%</td>
</tr>
<tr>
<td>United States</td>
<td>69,815,753</td>
<td>66.19%</td>
<td>74,787,460</td>
<td>56.34%</td>
</tr>
</tbody>
</table>

Data Source: US Census Bureau, American Community Survey, 2010-14. Source geography: County
What we found when we started looking

Over seven percent of homes in Summers County are vacant.
What did the 2014 data tell us?

• Increasing population
• Population is primarily 55 years old and older
• High rate of poverty, and showing a trend for that rate to increase
• Decrease in owner occupied homes
• Increase in vacant residential properties
• Low median household income
What did the people tell us

Pros about living here:
• Cheaper living costs for fixed income
• Closer to family
• Small town feel

Cons about living here:
• Limited opportunities for younger residents
• Hard to travel to and from
Agency resources in summers county

- Local CSBG office
- Head Start
- Partnerships
  - FRN
  - AAA
  - Etc......
What the agency was doing at this time

- Limited service in this county
- Focus was on a different population
What Could we accomplish?

GOAL
-- Seniors with low income have adequate affordable housing
-- Seniors are able to remain independent

Planning included
• Create outreach to identify seniors with low income who needed housing services
• Find out specifically what they needed to secure and maintain housing
• Establish linkages with other services (beyond housing) they needed to enable them to remain independent.
What did we do?

• Increased partnerships: Coordinated with the local Council on Aging, offering support and resources to assist the increasing senior population

• Increased outreach: Tasked local staff to reach out to families they came in contact with to make them aware of services for senior family members or friends

• Increased communication between local Council on Aging and CASEWV Commission on Aging -- sharing ideas, resources, and knowledge
What level is this work?

- We began to address this at the family
- We find community issues to address as well...
  - What can we do to increase pros and decrease cons
- And agency capacity issues:
  - How will we sustain the work?
THE PROCESS DOESN’T END THERE

• WE LOOK AT THE DATA FROM 2017 TO SEE WHAT HAS BEEN HAPPENING
What are the trends while overall population declines...
What are the trends

Population Change by Age

- Age 0 - 4
- Age 5 - 17
- Age 18 - 64
- Age 65+

2014 vs 2017
What are the trends

Poverty Rate Change 2014 - 2017

that nearly half of the people who are poor are seniors.
What are the trends

**Homeowners**

The U.S. Census Bureau estimated there were 29,339 homeowners in the report area in 2000, and 78.27% owner occupied homes in the report area for the 5 year estimated period from 2010 - 2014.

<table>
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<tr>
<th>Report Area</th>
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<th>Owner Occupied Homes 2014</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Report Area</td>
<td>29,339</td>
<td>78.27%</td>
<td>27,669</td>
<td>61.19%</td>
</tr>
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<td>Mercer County, WV</td>
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Data Source: US Census Bureau, American Community Survey. 2010-14. Source geography: County

Note: This indicator is compared to the state average.
Data Source: US Census Bureau, American Community Survey. 2013-17. Source geography: County

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<td>536,655</td>
</tr>
<tr>
<td>United States</td>
<td>69,815,753</td>
<td>66.19%</td>
<td>75,833,135</td>
</tr>
</tbody>
</table>

52.66% 60.35% 56.01%
What are the trends – owner occupied
What are the trends –
What happened to the vacant properties
WHAT ARE THE NEXT STEPS?

• Is the focus on seniors still needed?
• Is housing still a primary issue?
• Have our programs worked?
• What can be done differently going forward?
Findings from CASE

• We did not do this alone. This was an effort made by community partners and those that live in the community.

• The work is far from over. We must follow up with data collection and analysis to assure that vulnerable populations are receiving the services they need – and that the services are productive.

• We must be vigilant. We must review our data constantly and consistently to identify any opportunities to make our communities stronger and better places to live.
Demystifying Data
The Power of Data:

Creating Programmatic Change

CAO North Carolina
Community Action Opportunities

• WNC, 8 county service area, Asheville
• Head Start, WAP and Life Works (Self-Sufficiency)
• Changes Over the Years
You Can’t Analyze What Doesn’t Exist

• Data Collection 101: Asking the Right Questions
  – Starting from scratch
  – Edits?
  – Continual review
• Data Collection 102: Gathering & Storing the Data
  – Database?
  – Spreadsheet?
  – Google Forms?
• CSBG ANNUAL REPORT (yes! It is useful!!)
Changes in Data Collection Tools

- FY 2018 – 2019
- FY 2019 - 2020
Before We Dig In

• Curious & Creative
• Get the Right People Involved
  – Across programs, agencies, front line staff
  – Motivation is key – WHY we analyze data
  – Interest is important
• Searching for Trends vs. Going in “Blind”
  – Checking our assumptions! Local Theory of Change
Now... The FUN Begins!

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Number of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Person</td>
<td>23</td>
</tr>
<tr>
<td>Two Adults NO Children</td>
<td>0</td>
</tr>
<tr>
<td>Single Parent Female</td>
<td>39</td>
</tr>
<tr>
<td>Single Parent Male</td>
<td>1</td>
</tr>
<tr>
<td>Two Parent Household</td>
<td>5</td>
</tr>
<tr>
<td>Non-related Adults with Children</td>
<td>0</td>
</tr>
<tr>
<td>Multigenerational Household</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Unknown/not reported</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL (auto calculated)</strong></td>
<td><strong>69</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sources of Household Income</th>
<th>Number of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income from Employment Only</td>
<td>10</td>
</tr>
<tr>
<td>Income from Employment and Other Income Source</td>
<td>4</td>
</tr>
<tr>
<td>Income from Employment, Other Income Source, and Non-Cash Benefits</td>
<td>3</td>
</tr>
<tr>
<td>Income from Employment and Non-Cash Benefits</td>
<td>42</td>
</tr>
<tr>
<td>Other Income Source Only</td>
<td>1</td>
</tr>
<tr>
<td>Other Income Source and Non-Cash Benefits</td>
<td>4</td>
</tr>
<tr>
<td>No Income</td>
<td>5</td>
</tr>
<tr>
<td>Non-Cash Benefits Only</td>
<td></td>
</tr>
<tr>
<td>Unknown/not reported</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL (auto calculated)</strong></td>
<td><strong>69</strong></td>
</tr>
</tbody>
</table>

Below, please report the types of other income and/or non-cash benefits received by the households who reported sources other than employment.

<table>
<thead>
<tr>
<th>Other Income Source</th>
<th>Number of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>TANF</td>
<td>4</td>
</tr>
<tr>
<td>Supplemental Security Income (SSI)</td>
<td>3</td>
</tr>
<tr>
<td>Social Security Disability Income (SSDI)</td>
<td>3</td>
</tr>
<tr>
<td>VA Service-Connected Disability Compensation</td>
<td>0</td>
</tr>
<tr>
<td>VA Non-Service Connected Disability Pension</td>
<td>0</td>
</tr>
<tr>
<td>Private Disability Insurance</td>
<td>0</td>
</tr>
<tr>
<td>Worker’s Compensation</td>
<td>0</td>
</tr>
</tbody>
</table>

... Services_Employment Services_Ed Services_Income Services_Housing Services_Health and Social Services_Civic Eng. & Comm
Oh, the Things You Can Analyze!

- Demographics
- Contact Time
- Contact Method
- Entrance “Scores” vs. Success
- Education Level
- Community Supports
- Trends from Year to Year
- Trends Across Programs/Classes
- Nutrition
- Medical Needs
- Staff Time
- Costs
- Applications
- Referral Sources
- Attendance
- Client Satisfaction
- Types of Supports/Interventions

...the list goes on and on
Now What? Make CHANGES!

- Use Data to Support Changes

Life Works 2018-2019 Year End Report

- Caseload for the year:
  - Becca 46 (Buncombe County)
  - Stacey 40 (Buncombe County)
  - Justin 27 (Buncombe County, employed for six months)
  - Linda 19 (McDowell County)
  - Deb 8 (40% FTE, Madison County)

- Applications up: 148 this FY from 109 last FY

— New Position
Now What? Make CHANGES!

• Learning from the “Turkey Story”
• ROMA and Drucker (and Maya Angelou/Oprah)
• Research
  – Trial and Error
    (learn from knowing why it didn’t work)
  – Tap into what is happening elsewhere: CAA Network, State Offices, Associations, local CAPs
THAT SAID, INNOVATE!

Put decisions into action
RAISE Classes

- Recognizing And Increasing Skills to Employment
- Families who lack college degrees need high-paying careers
- Non-traditional jobs (not hospitality, health care)
- Boom in manufacturing
- 3 Cohorts this FY, goal of 10 people per cohort
- Soft skills, job readiness, financial capabilities
- Partnering with local nonprofits, community colleges
• Polk Emergency Assistance Konnection
• Population 20,500; Allocation $32,375
• Variation from a well-established, successful model
  – Light case management, budgeting, resume
  – Scheduled appointments & walk-ins
  – Available for follow-up
• Aim to serve 45 people in the county
  – Not just Columbus, NC
• Pilot year and assess
What Works in Tracking Innovation?

• Plans for what will be observed, documented, reported and analyzed must be established at the start of the implementation of a new process, program or approach.

• Before you make a change, be clear what you expect to see and how you are going to document what actually happens.

• Analysis of the data will help to distinguish outcomes achieved from this approach from outcomes achieved before the change was implemented.
Findings from CAO

- Supported at the national level, ROMA, best-practice
- Collect data and analyze on an on-going basis
- Conduct point-in-time comparisons
- Use forms already required (CSBG AR), but make them useful for your purposes
- Viable for ALL programs
- Question assumptions!
- Don’t be afraid to innovate, try something new
- Use resources/network to make informed decisions
Being Data Centric

What does it mean?
Core Values that Characterize the Data-centric Organization

- Values decisions that are supported by verifiable data.
- Has a system (or process) to store, retrieve and aggregate the data so it can be analyzed.
- Includes a management system that monitors date entry and provides follow up.
- Relies on effectiveness of analysis and interpretation of the data.
- Analysis of data is effectively communicated throughout the agency
- Analysis is put to use to improve agency actions
The Data-centered Organization

Data Policies and Practices

Act on Decisions to produce OUTCOMES

Data-based Decision Making

Effective Communication about Data
Collecting, storing, retrieving Data

Analyzing Data

Using Data for Decision Making

Putting Decisions into Action

Communicating Data

Where are new staff skills needed?
QUESTIONS FROM PARTICIPANTS?
What is one thing you learned today that you want to take back to your agency?

What can you do to improve understanding of data analysis?

What new skills do staff need to be able to improve use of data?
For More Information

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Your feedback is important to the Partnership.

We invite you to complete a brief evaluation of this session so we can continue to provide timely content.

*Please complete the evaluation on paper or in the Event App.*